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- DATE: 06/07/93 SALES INFORMATION SYSTEM TIME: 10:15 -
- SUBJECT: QUICK CHEK FOOD STORES SENDER: NICK KURUC 1240 -
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TO: G. B. BROWN
J. H. CASEY
J. A. MILLER
R. J. O'ROURKE

CC RI
JD
KW
RO

RE: QUICK CHEK FOOD STORES (0919-00-00)

GENTLEMEN:

I AM AWARE THAT QUICK CHEK HAS DELETED MOST OF THE DORAL ITEMS FROM ITS ORDER BOOK. THE SAME HOLDS TRUE FOR CAMBRIDGE, ALPINE, BUCKS ETC. THE MID PRICE CATEGORY'S SALES HAVE SUFFERED DUE MAINLY TO THE SUCCESS OF MONARCH.

AT THIS TIME, I WOULD LIKE TO REITERATE THE POLICY REGARDING OUR CCD/EVD PROGRAM WITH THIS CHAIN:

> EACH STORE SHOULD HAVE A CCD/EVD WHICH SHOULD CONTAIN THE REMAINING STYLES OF DORAL IN THE ORDER BOOK, AS WELL AS ALL MONARCH BRAND STYLES.
> ALL CCD/EVD'S SHOULD CONTAIN MONARCH BOX AS WELL AS THE STARBURST SIGNAGE ANNOUNCEMENT OF BOX'S AVAILABILITY.

PLEASE NOTIFY ME OF ANY QUICK CHEK STORE THAT DOES NOT HAVE A CCD/EVD AS SOON AS POSSIBLE, SO THAT THIS SITUATION CAN BE CORRECTED.

THANK YOU.

BEST REGARDS,
NICK
G. N. KURUC, JR.
GK
M-2
CC: M. A. YOUNG

*** END OF MESSAGE ***

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